



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 05/29/12

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Flight Dates 05/29/12-06/04/12Contract / Revision 298863 /Original Date / Revision
05/29/12 05/29/12Advertiser Cardon / Republican / SenatAgency Media Placement TechnologBuying Contact500 N Washington Street - Suite #3
Alexandria, VA 22314Product

Wil Cardon for Senate

Agency Com 15%Billing ContactPO Box 288
Alexandria, VA 22313Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate #Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-1Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 114000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	30%	34200
KPNX	22%	25080
KPPX	%	0
KSAZ	20%	22800
KTVK	8%	9120
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	23	\$19,380.00	\$22,800.00	0.00	05/28/12	06/04/12	23	\$19,380.00	\$22,800.00
Totals	23	\$19,380.00	\$22,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	05/30/12	06/01/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	--WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 05/28/12	06/03/12	--WTF--		3		\$200.00	0.00						
N 2	KNXV	06/04/12	06/04/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 06/04/12	06/10/12	M-----		1		\$200.00	0.00						
N 3	KNXV	05/30/12	06/01/12		CM	430pm-5pm	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00



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Contract / Revision 298863 Flight Dates 05/29/12-06/04/12

Hiatus Dates

Original Date / Revision 05/29/12/ 05/29/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 430pm-5pm Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	--WTF--					3	\$800.00		0.00			
N 4	KNXV	06/04/12	06/04/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	M-----	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	M-----					2	\$700.00		0.00			
N 5	KNXV	05/29/12	06/01/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-TWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	-TWTF--					4	\$1,000.00		0.00			
N 6	KNXV	06/04/12	06/04/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	M-----					1	\$1,000.00		0.00			
N 7	KNXV	05/29/12	06/01/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	-TWTF--					4	\$2,000.00		0.00			
N 8	KNXV	06/04/12	06/04/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	M-----					1	\$1,800.00		0.00			
N 9	KNXV	06/02/12	06/02/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	-----S-					1	\$1,000.00		0.00			
N 10	KNXV	05/30/12	06/01/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	--W-F--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	--W-F--					2	\$800.00		0.00			
N 11	KNXV	06/04/12	06/04/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	M-----					1	\$800.00		0.00			
													Totals	23	\$22,800.00